



Zeek Coleman  
Interactive  
Mktg. Mgr.



VISIT  
**SAVANNAH**  
EST. 1733

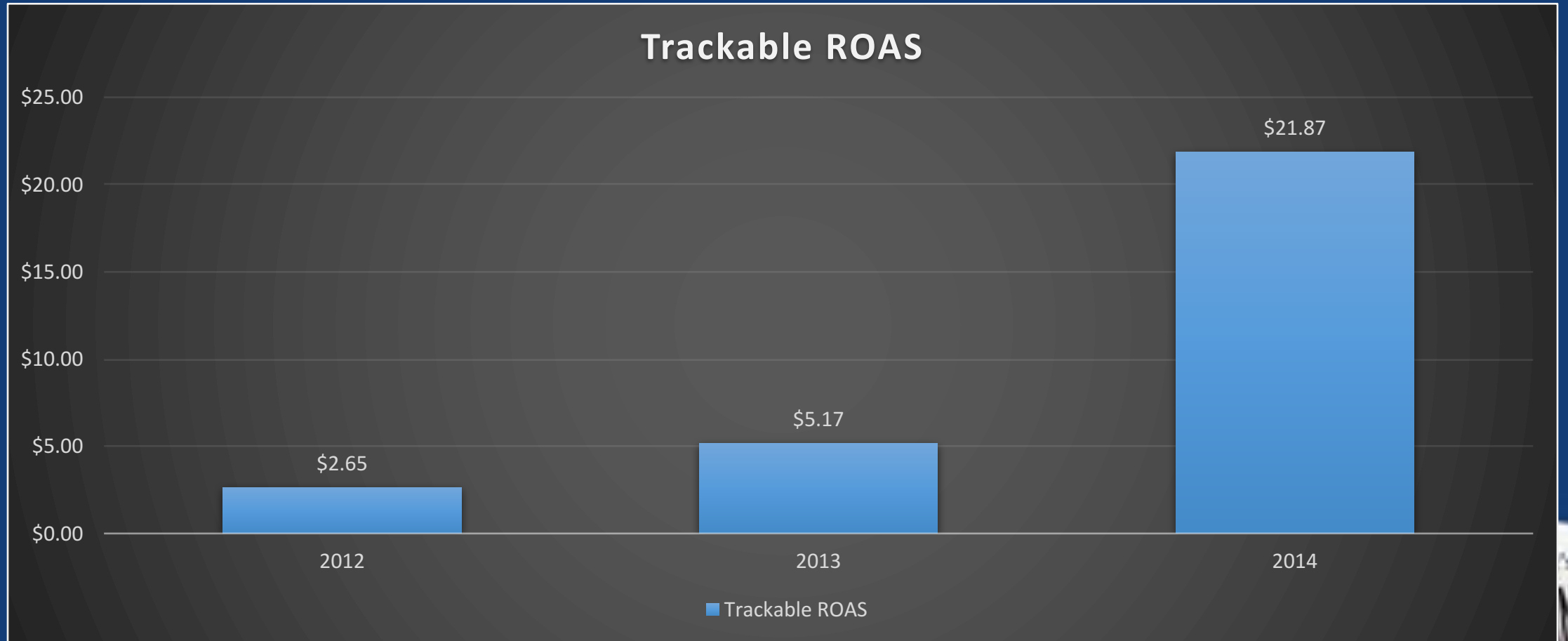


## KPIs & Budget

- Heads in Beds | Passenger Count | ROAS
- Budget: \$280k



# Results



# In-house Creative

Land a sweet deal to *Savannah!*

Flights starting at **\$179!**

SHOW ME THE DEALS! ▶

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# Conquering Creative

The screenshot shows the 'About Travel' website. At the top, there is a navigation bar with categories like FOOD, HEALTH, HOME, MONEY, STYLE, TECH, TRAVEL, and MORE. Below this is a search bar and a green banner with 'Plan Your Trip - USA - Europe - World'. The main content area features a large image of a tropical resort with palm trees and a swimming pool. To the right of this image is a red-bordered advertisement for Savannah, Georgia, with the text: 'VISIT SAVANNAH IT'S TIME TO HEAD SOUTH, Y'ALL Low Fares to Savannah! SEE DEALS'. Below the main image is a 'Meet Our Experts' section featuring Mark Kahler, Budget Travel Expert, and a 'Latest Articles' section with a link to 'Save Money on Parking at the A...'. On the left side, there is a sidebar with 'Up for Our Newsletters' and 'SIGN UP' buttons.

The screenshot shows the 'SPORTS @gainesvilletimes.com' page. At the top, there is a navigation bar with 'LOGIN | MANAGE ACCOUNT | REGISTER | CONTACT US | PLACE AN AD | SUBSCRIBE TO THE TIMES'. Below this is a search bar and a 'GO' button. The main content area features a large image of a basketball game with the headline 'Dustin Johnson wins US Open at Oakmont for first major title'. To the right of this image is a red-bordered advertisement for Savannah, Georgia, with the text: 'Land a sweet deal to Savannah! Flights starting at \$179! SHOW ME THE DEALS!'. Below the main image is a 'MAKING THE JUMP' section featuring a basketball player and the headline 'East Hall grad J.C. Hampton is making the move from Lipscomb University to Texas A&M as a graduate transfer'. Below this is a 'Check out a full slideshow of the best feature photos from the 2015-2016 football season' section. At the bottom, there are three columns: 'HIGH SCHOOLS', 'COMMUNITY', and 'STAFF PICKS'.

# Landing Page

**Visit SAVANNAH**

**Land a sweet deal to Savannah!**

Flights starting at **\$179!**

**BOOK YOUR STAY** | CHECK IN: [calendar] | CHECK OUT: [calendar] | [Search]

**OFFERS & PROMOTIONS**

**LAND A SWEET DEAL IN SAVANNAH - FLIGHTS STARTING AT \$179**

Book your next Savannah getaway with our special Roundtrip Savannah Flights starting at just \$179. Includes roundtrip flights to Savannah, Georgia, with hotel and breakfast. Seats are limited. Book now!

Find your Roundtrip Savings by looking for our special Roundtrip Savannah Flights on our website.

**Sample Roundtrip Fares**

FROM	TO	DATE	FARE
Atlanta	Savannah	Aug 01 - Aug 07	\$179
Boston	Savannah	Aug 01 - Aug 07	\$209
Charlotte	Savannah	Aug 01 - Aug 07	\$209
Chicago	Savannah	Aug 01 - Aug 07	\$219
Dallas	Savannah	Aug 01 - Aug 07	\$209
DC	Savannah	Aug 01 - Aug 07	\$219
Denver	Savannah	Aug 01 - Aug 07	\$209
Houston	Savannah	Aug 01 - Aug 07	\$209
Memphis/Bea	Savannah	Aug 01 - Aug 07	\$219
New York	Savannah	Aug 01 - Aug 07	\$219
Orlando	Savannah	Aug 01 - Aug 07	\$209
Washington	Savannah	Aug 01 - Aug 07	\$209

**USEFUL LINKS**

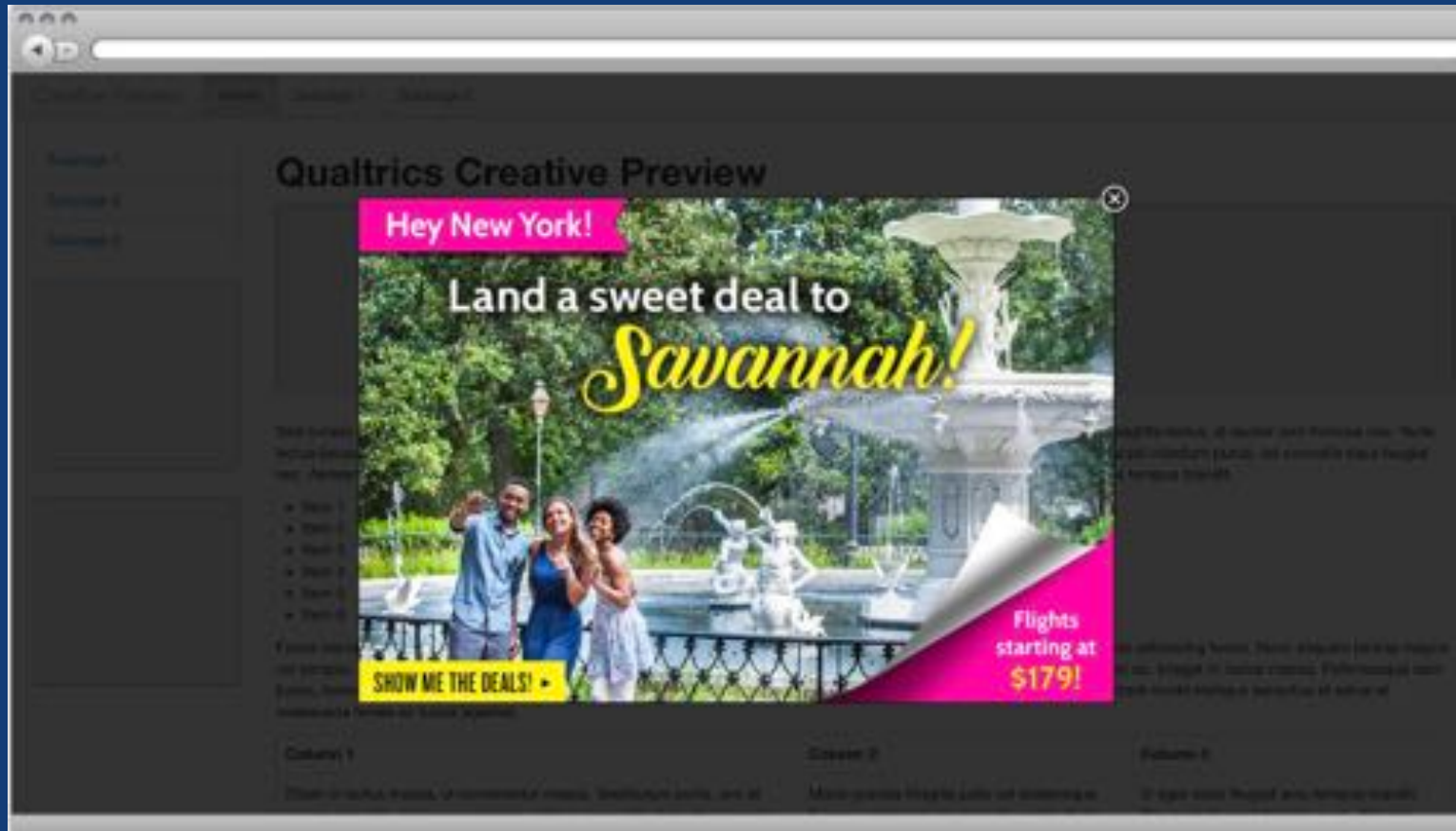
- CONTACT US
- VISITOR INFORMATION
- VISITOR CENTER

**...that's SAVANNAH**

Special fare offers based on the average roundtrip airfare and are subject to change. Based on roundtrip flights for Savannah, GA from Atlanta, GA on June 7, 2016.



# Pop Overs



Time on site increased from 3 mins to 13 minutes for users that clicked these.

# Other Results

- Following this year, Allegiant added 3 seasonal test markets.
- SunCountry added service to one major city.
- Our airport partner increased their commitment by \$30k.
- Savannah had it's best year ever with it's biggest surplus ever.

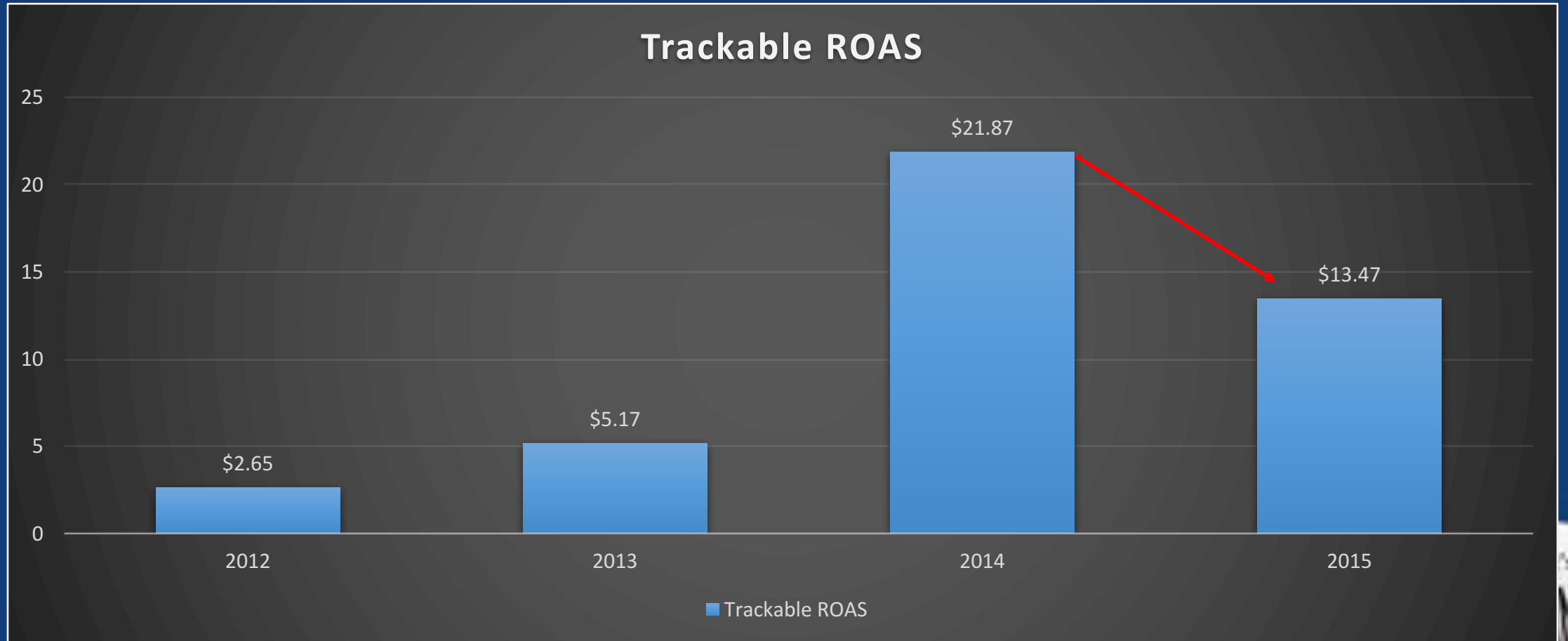




# Partners



# 2015 Results



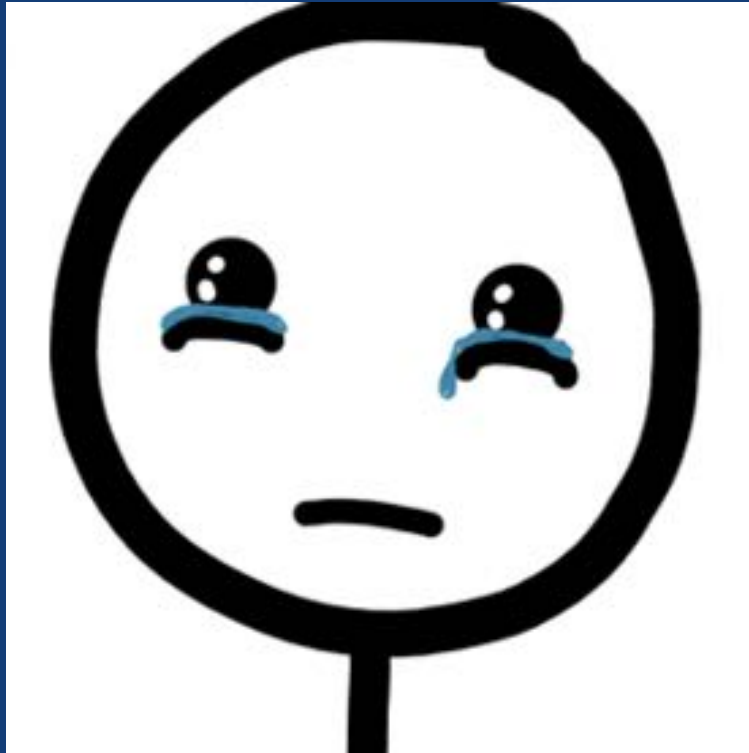
# Other 2015 Results

		January	February	March	April	May	June	July	August	September
Savannah	2015	7,194	7,433	8,228	7,000	6,401	6,448	6,746	7,411	5,611
	YoY	-2%	6%	11%	24%	17%	20%	14%	32%	2%

The Month's when we advertised saw huge gains YOY.



# So What Happened?!



- We ran our campaign a little too early.
- Our booking windows could have been longer to account for more revenue.
- ...

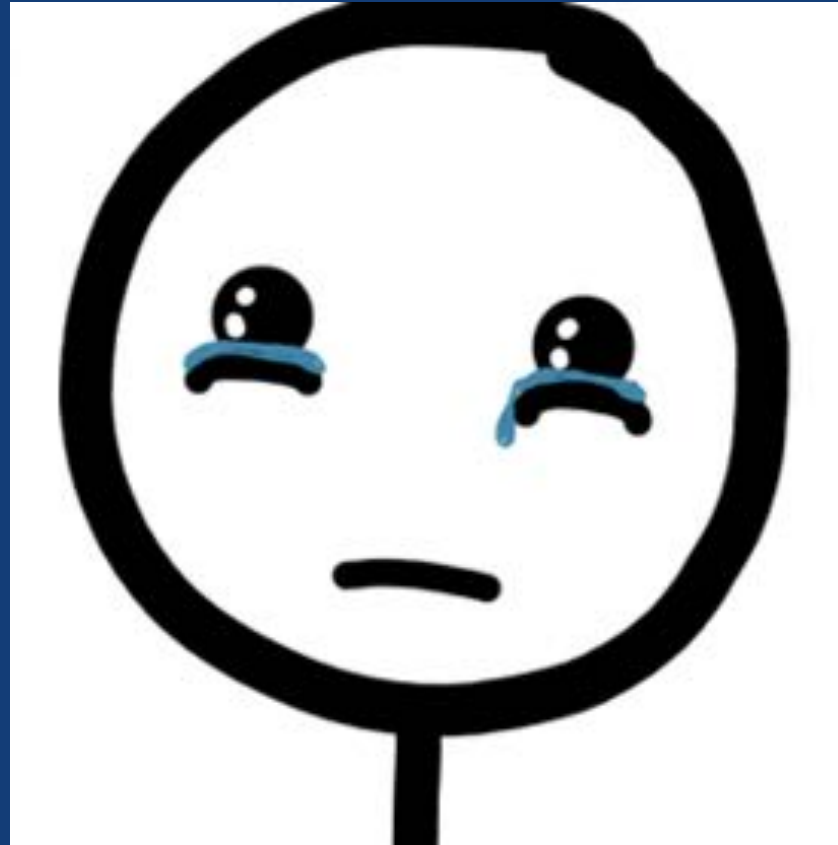


# Partner ROAS

- ~~With a 30-day attribution window: \$1,082,245 in airline revenue~~
- ~~\$8.70 per dollar invested~~
- However, with a 60-day attribution window: \$2,470,159 in airline revenue
- \$19.80 per dollar invested



# So What Happened?!



Allegiant doesn't share their booking data with OTAs or 3<sup>rd</sup> Parties.



# Other 2015 Results

- Following this year, Allegiant added 5 more markets, for a total of 8.
- Savannah *once again* had it's best year ever, blowing 2014 out of the water.
- Heading into 2016, our airport has assured us of plans to increase their commitment with us once again.





What we  
learned...



VISIT  
**SAVANNAH**  
EST. 1733



# What we learned...

1. Have partners that correspond to the overarching goal.
2. Understand your partners' strengths and avoid their weaknesses.
3. For more comprehensive revenue numbers, ask partners to expand their reporting window to 60 days.
4. When promoting direct flights, ask yourself: Does this airline work with OTAs (Expedia, Orbitz, etc.)?





Thank You!

**Zeek Coleman**

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